**InterPlay**

an interactive evaluation system

Enabling spectator participation where judging is a critical factor

In the time between viewing an event and official scoring, spectators transmit an initial score, view a composite spectator voting result, review expert commentation on freeze-frame images of the action, submit a final score, and compare the final spectator opinion with the official decision.
InterPlay is a collaborative scoring system that quickly, conveniently and efficiently processes an audience’s judgments.

InterPlay leverages the collective knowledge of a group to improve the understanding of an individual.

judged athletic events
interactive entertainment
market research
urban planning
participatory polling
InterPlay :: SportScore
spectators judging
Olympic athletic events

SportScore is one of several examples of how InterPlay can be deployed to involve spectators and play

SportScore is a live scoring system that allows spectators to judge sporting performances along with official judges

judged athletic events
interactive entertainment
market research
urban planning
participatory polling
SportScore :: constraints

Increase audience engagement
Accommodate multiple types of judged events
Be accessible to international audiences
Cost under $1 million
Use technology available near term

SportScore :: goals

Include everyone
Educate spectators
Make the process visible
Provide and use feedback
Olympic judging is complex
Judges have experience, training, certification

But...Judging is not a science*
The cumulative knowledge of many is significant

*US Figure Skating Website, “Everything You’ve Ever Wanted to Know about Becoming a Figure Skating Judge But Were Afraid to Ask” http://www.usfsa.org/about/officials/TJKitFinal.pdf (accessed Dec 1 2003)
let’s take a holistic look at the problem

Ensures full coverage
let's take a holistic look at the problem

Ensures full coverage
Identifies synergistic solutions
let’s take a holistic look at the problem

Ensures full coverage
Identifies synergistic solutions
Addresses all users
the core systems of SportScore

**INTRODUCTION**
- SportScore.Com
- SportScore Show
- scoreBuzz
- eduScore

**SUPPORT**
- eyeVolunteer
- systeMentor

**USE**
- miniVox
- delphiVox
- seeScore

**TECHNOLOGY & LOGISTICS**
- swiss dataBank
- scoreBase
- scoreBrain

**LIFECYCLE**
- Score SportScore
- voteCall
you used to raise your hands, now you’ll use the miniVox

indicator light signals when to score
thumbdial & select button allow touch scoring
display highlights the most relevant information

keychain/lanyard hook increases portability
score timeframe indicates time left to score
5 or 6 “experts” for each event
All experts annotate stills from performance
Hi and low experts’ annotations displayed
Expert panel = ex-athletes, previous judges, sports authorities
experts give you their informed opinions

Visual annotations highlight important moments

green = good  red = bad
you can see the results of your vote

Uses existing display equipment
Eases concerns of validity through transparency
Articulates scoring methodology
delphiVox takes a group, and makes it smarter

Accommodates fringe knowledge
Incorporates iterative processes
Combines shared group vision and expert know-how
it all takes place in sixty seconds
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how did you find out about SportScore?

Introduces the system before roll-out
Establishes trust through target marketing
Generates buzz throughout system lifecycle
how did you introduce yourself to SportScore?

Extends SportScore and scoreBuzz into the home
Enables people to buy tickets, build demographic profiles, and volunteer
Enhances user-to-user communication through discussion forums and special events
Offers educational multi player games
how did you learn how to use SportScore?

Allows users to practice at home
Connects spectators from around the world
Fosters social connections through playing at special kiosks in public areas
how could you get more involved, if you wish?

Recruits through SportScore.Com and SportScore Show
Aids technicians in operational and user support
Motivates volunteers to meet others from around the world
miniVox distribution is simple and secure

Uses demographic information established when the ticket was purchased

eyeVolunteers tie miniVoxs to unique ticket numbers during distribution

Uses profiles to authenticate miniVoxs

Builds a foundation for authenticity in scoring
how is the system activated in a venue?

Takes advantage of existing venue technology
Adapts continually to technology: gprs, rfid, translation devices
Identifies system usage patterns
Assists with installation, maintenance, disassembly
your profile is dynamically stored in scoreBase

Stores usage data in long term repository
Creates profiles for last-minute ticket buyers
Evolves the system from central location
scoreBrain sits at the center of scoring

Validates user profiles
Accepts scores only from valid miniVoxs
Broadcasts performance information to miniVoxs before athletes perform
Processes and relays data between spectators, displays, and scoreBase
all data goes to the swiss dataBank

Stores user profiles and system usage data dynamically
Serves SportScore.Com and software applications
Stores and manages data by profiles and events
Evolves the system through systeMentor
how might technology be extended?

Cell phones and bluetooth technology could Replace miniVoxs in the Beijing 2008 Olympics

Bluetooth technology is increasingly pervasive

Using voteCall could heighten convenience And usability

Cost and waste could be reduced by using spectator-owned devices
the system evolves continually

Collects system feedback

Accepts feedback from users as groups and individuals

Adapts to appropriate technologies with considerations of costs and benefits
SportScore :: InterPlay

looking beyond judged athletic events

SportScore is just one of several examples of how InterPlay can be deployed to involve spectators and play.

For a group, coming to agreement can be a transcendent experience.

The process is relevant to other arenas where group agreement is key.
InterPlay

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